



SOUTH FLORIDA

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Ivan Ramirez Appointed as Sales Director of Sereno

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Ivan Ramirez

[Integra Investments](#), a full-service real estate private equity and development company, in partnership with 13th Floor Investments LLC, announced today that veteran broker **Ivan Ramirez** has been named Sales Director of **Sereno**, a luxurious, bayfront boutique property located in the exclusive Bay Harbor Islands.

Ramirez will be responsible for leading project sales, overseeing the promotion of Sereno through marketing and advertising, communicating with buyers from reservation to closing, and creating and managing broker relationships.

With over 15 years of experience in the real estate industry,

Ramirez has achieved more than \$2 billion in sales throughout the U.S., including some of South Florida's most luxurious residential properties.

"His expertise selling some of the finest addresses and insight into the culture of South Florida's buyers make Ramirez uniquely qualified to launch Sereno," said Victor Ballestas, Principal of Integra Investments. "His in-depth knowledge and proven track record of high-powered sales in the luxury real estate market will be an invaluable asset to our team."

Ramirez previously directed Sales and Marketing for Cerberus Private Equity and Momentis Property Group, where he successfully sold-out properties at Marina Grand on Riviera Beach and Peninsula II in Aventura for more than \$150 million in 18 months. Prior to that, Ramirez was Vice President of Sales and Marketing for the Terra Group, where he led sales and marketing for The Reserve at Doral. He also was Director of International Sales for WCI Communities, where he achieved over \$1 billion in sales in residential and mixed-use properties in the state of Florida, New Jersey and Maryland for high-profile properties that included ONE Bal Harbour, Mosaic and Bella Mare, among others.

He received his Bachelor's of Science degree in Business Administration from Barry University. A licensed broker, Ramirez holds a Graduate Certificate (G.R.I.) from the Graduate Realtor Institute and a Certified Distressed Property Expert (C.D.P.E.) certification.

Sereno is not only creating a boutique living experience, but a true enclave, offering intimacy and exclusivity of a private residential development complete with resort-like amenities. The eight-story, 38-unit building's unparalleled amenities include a state-of-the-art fitness center and The Bay Club, which is home to Sereno's exclusive marina featuring kayaks, paddleboards and boat services for residents' enjoyment. Representing the crown jewel of The Bay Club is its rooftop amenity deck featuring unobstructed bay views, a relaxation pool with cabanas, bar and grill with lounge, outdoor movie theatre, fire pit and landscaped gardens throughout.

The residences at Sereno will range from 1,000 to 2,300 square feet with prices starting from \$700,000 up to \$2 million. The project is slated for occupancy Summer of 2016. Officially launching sales in July, Key International Realty will serve as the exclusive brokerage of record.

For more information on Sereno, visit www.serenomiami.com, or call 786.502.8890.

About Integra Investments:

Integra Investments is a Miami-based private equity and full service real estate development company. Founded in 2009 by Paulo Melo, Integra Investments performs acquisitions, development, construction, management and asset management of real estate ventures in Florida. The main focus of the firm is on residential, land, office and mixed-use asset classes, targeting high value-add opportunities in niche markets, while limiting risk exposure with existing downside protection. Integra Investments caters its investment opportunities to domestic and international institutional investors as well as high-net-worth individuals. For more information, please visit www.integrafi.com.

About 13th Floor Investments

13th Floor Investments is a world-class investor, owner, developer and manager of real estate properties based in Miami, Florida. Adhering to a strict value-investment thesis, the firm seeks to generate superior, risk-adjusted returns for its investors while actively mitigating risk. Through its family of real estate fund vehicles, the firm acquires and develops real estate across all asset classes, both directly and through strategic partnerships with like-minded firms. 13th Floor has invested over \$260MM of equity in 29 transactions since 2008, representing a total estimated project value of over \$1 Billion. Current assets within the company's portfolio include: luxury condominium developments (400 Sunny Isles and 1010 Brickell); multifamily developments (Sierra Grande in Naples and Dadeland); single family home communities (Central Parc in Tamarac); and commercial (Highland Park Medical Office Building in Miami and 3650 Design Plaza in Miami's Design District). Learn more at www.13fi.com.



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